

CDC's WISEWOMAN Program Year 3 Evaluation Survey: Part I

Introduction

We would like to thank you for agreeing to complete this survey about the WISEWOMAN program. In concert with our continued assessment of the quality and impact of programs, this survey will focus on your program's outreach and recruitment efforts, identification and assessment of participant needs, and specific training and technical assistance needs.

Responses provided to this survey are considered those of individual WISEWOMAN programs—not those of individuals—and all responses provided will be maintained securely by ICF Macro, CDC's contractor for this evaluation.

You will receive Part II of the survey in approximately 1 month, and you will receive Part III of the survey in approximately 2 months. We anticipate sharing preliminary findings during the 2011 Annual WISEWOMAN Meeting in Atlanta, and we will share an executive summary and facilitate a Webinar after all data analysis has been completed before the end of this year.

We would like to thank you for agreeing to complete this initial survey, and ask that you respond to the questions that follow.

Public reporting burden of this collection of information is estimated to average 20 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0864).

Informed Consent Statement

ICF Macro is conducting this survey as part of the evaluation of the CDC's WISEWOMAN program. The purpose of this survey is to better understand WISEWOMAN program implementation in your State/Tribe, including:

- how programs maximize reach to priority populations
- specific training and technical assistance needs
- how programs develop and use quality assurance protocols
- programs' use of non-WISEWOMAN resources to provide services
- program sustainability
- data use
- supplemental program activities

Participation in the survey is voluntary; you may choose to end the survey at any time for any reason with no penalty and may choose not to answer any questions at any time for any reason. Your participation in the survey poses few, if any risks to you and you may choose not to participate in the survey for any reason.

ICF Macro evaluation staff will know which program has provided responses. This will allow us to follow up with programs should any responses require clarification. In addition, ICF Macro staff will track responses from each of the 3 surveys to link a given program's responses across the 3 data collection points. All responses provided to CDC will be in aggregate—across all programs—and without linking specific responses to the programs that provide them.

Your answers will help CDC assess how well WISEWOMAN is able to meet its objectives, and your responses will help CDC work with program staff to improve the program in the most sustainable manner moving forward.

If you have any questions about this survey, or evaluation, please contact Mr. Lawrence Scholl, ICF Macro Senior Project Manager, at Phone: (404) 433-0735, E-mail: lscholl@icfi.com.

UNLESS OTHERWISE INDICATED, THESE QUESTIONS RELATE TO YOUR CURRENT PROGRAM ACTIVITIES. PLEASE ANSWER ALL QUESTIONS ABOUT YOUR CURRENT ACTIVITIES, PERFORMED DURING THE PERIOD OF THE CURRENT FUNDING OPPORTUNITY ANNOUNCEMENT (DP08-804, JUNE 30, 2008-PRESENT).

SECTION A: OUTREACH AND RECRUITMENT EFFORTS

The WISEWOMAN Program is interested in learning about efforts to maximize the reach of the program. The WISEWOMAN Program acknowledges that your funded program may operate differently than others. Responses to these questions will not impact your funded program negatively, and programs will not be penalized in any way.

1. Among WISEWOMAN-eligible women, which specific priority populations receive special recruitment efforts to increase their participation? Select all that apply.
 - a. Hispanic/Latina women
 - b. Black/African American women
 - c. American Indian/Alaska Native women
 - d. Asian/Pacific Islanders
 - e. Women in rural areas
 - f. Women in specific counties
 - g. Women in specific neighborhoods
 - h. Other (please specify) _____
 - i. None (*Skip to question #6*)
 - j. Do not know (*Skip to Question #6*)

2. For which reasons do you choose to focus on recruiting these priority populations? Select all that apply.
 - a. The specific focus on these priority populations by my State/Tribe BCCEDP
 - b. High concentration of these priority populations in my State/Tribe
 - c. Easy access to these priority populations in my State/Tribe
 - d. Health disparities affecting these priority populations in my State/Tribe
 - e. History of health disparities affecting these priority populations the U.S.
 - f. Other reasons (please specify) _____
 - g. Do not know

3. What specific types of strategies do you use to recruit women in these priority populations? Select all that apply.
 - a. Coordination with BCCEDP staff in my State/Tribe
 - b. Print materials (e.g., newspaper ads, posters, flyers)
 - c. Radio spots

- d. Clinic staff
 - e. Television ads
 - f. Electronic media (e.g., email, text messages, Web sites)
 - g. Social media (e.g., Facebook, MySpace)
 - h. Community events
 - i. Partnering with organizations focused on reaching these priority populations
 - j. Other strategies (please specify) _____
 - k. Do not know
4. Which recruitment strategies have you found to be successful for reaching your program's priority population(s)—the priority populations identified in Question #1? Select all that apply.
- a. Print materials (e.g., newspaper ads, posters, flyers)
 - b. Radio spots
 - c. Television ads
 - d. Electronic media (e.g., email, text messages, Web sites)
 - e. Social media (e.g., Facebook, Twitter)
 - f. Community events
 - g. Partnering with organizations focused on reaching [PRIORITY POPULATION] women
 - h. Other strategies (please specify) _____
 - i. Do not know (*Skip to Question #6*)
5. In what ways have these recruitment strategies been successful? Select all that apply.
- a. Improved overall reach to priority population(s)
 - b. Improved relationships with partner organizations with access to priority population(s)
 - c. Ability to create culturally relevant recruitment materials (print and electronic)
 - d. Increased participation in LSIs among priority population(s)
 - e. Increased awareness of WISEWOMAN among priority populations(s)
 - f. Other reasons (please specify) _____
 - g. Do not know
6. What barriers has your program faced in implementing strategies to recruit priority populations to WISEWOMAN? Select all that apply.
- a. Not enough time to plan strategies
 - b. Not enough time to implement strategies
 - c. Not enough funding to plan strategies
 - d. Not enough funding to implement strategies
 - e. Not enough staff expertise to plan strategies
 - f. Not enough staff expertise to implement strategies
 - g. Not enough knowledge about the priority population(s)
 - h. Lack of interest among the priority population(s)

- i.* Lack of involvement of partner organizations
- j.* Other barriers (please specify) _____
- k.* None - we have not faced any barriers
- l.* Do not know

7. How can CDC help you in recruiting underserved priority populations in your State/Tribe? Select all that apply.
 - a. Formal training (e.g., Webinar)
 - b. Technical assistance (TA) (e.g., individual consultation, assistance with developing tools)
 - c. Guidance (e.g., emails, documents, and tools to provide suggestions or advice based on policies or evidence)
 - d. Data analysis support for facts and figures included in recruitment materials
 - e. Help locating electronic media that can be used for recruiting specific priority populations
 - f. Help locating print materials that can be used for recruiting specific priority populations
 - g. Help locating recruitment materials that have been translated into different languages
 - h. Other assistance (please specify) _____
 - i. We do not need any help from CDC in recruiting underserved priority populations (*Skip to Question #9*)
 - j. Do not know (*Skip to Question #9*)

8. Please describe the training, TA, and guidance (e.g., emails, documents, tools) that would help you recruit underserved priority populations. [*Open entry*]

SECTION B: IDENTIFICATION AND ASSESSMENT OF PARTICIPANT NEEDS

In program year 2, many programs described ways they tailor WISEWOMAN for participants depending on women’s specific needs. The WISEWOMAN Program is interested in learning more about how your program identifies and meets the needs of WISEWOMAN participants. The WISEWOMAN Program acknowledges that your funded program may operate differently than others. Responses to these questions will not impact your funded program negatively, and programs will not be penalized in any way.

Identification of Participant Needs

	9. What strategies does your program use to <u>identify</u> participant needs? Select all that apply.	10. Is the [STRATEGY] something your program has newly adopted as of program year 3?
a. Needs assessments of participants	Yes/No/Don’t know	Yes/No/Don’t know

b. Client satisfaction surveys	Yes/No/Don't know	Yes/No/Don't know
c. Client focus groups	Yes/No/Don't know	Yes/No/Don't know
d. Pre-screening client interviews	Yes/No/Don't know	Yes/No/Don't know
e. Post re-screening client interviews	Yes/No/Don't know	Yes/No/Don't know
f. Pre-LSI session client interviews	Yes/No/Don't know	Yes/No/Don't know
g. Post-LSI session client interviews	Yes/No/Don't know	Yes/No/Don't know
h. Review of data from population-based surveys at the State, Tribe,, regional, or local level (e.g., census data, Behavioral Risk Factor Surveillance System [BRFSS])	Yes/No/Don't know	Yes/No/Don't know
i. Feedback from WISEWOMAN providers (e.g., surveys, in-depth discussions)	Yes/No/Don't know	Yes/No/Don't know
j. Other strategies (please specify)	Yes/No/Don't know	Yes/No/Don't know

11. What barriers does your program face in developing and implementing strategies to identify participant needs? Select all that apply.

- a. Not enough time to plan strategies
- b. Not enough time to implement strategies
- c. Not enough funding to plan strategies
- d. Not enough funding to implement strategies
- e. Not enough staff expertise to plan strategies
- f. Not enough staff expertise to implement strategies
- g. Lack of involvement of partner organizations
- a. Other barriers (please specify) _____
- b. None - we have not faced any barriers
- c. Do not know/not sure

12. How can CDC help you to develop strategies to identify participant needs? Select all that apply.

- a. Formal training (e.g., Webinar)
- b. Technical assistance (TA) (e.g., individual consultation, assistance with developing tools)
- c. Guidance (e.g., emails, documents, and tools to provide suggestions or advice based on policies or evidence)
- d. Help locating electronic materials that can be used to identify participant needs
- e. Help locating print materials that can be used to identify participant needs
- f. Help locating materials, to identify participant needs, that have been translated into different languages
- g. Other assistance (please specify) _____
- h. Do not know (*Skip to Question #14*)

13. Please describe the training, TA, and guidance (e.g., emails, documents, tools) that would help you develop strategies to identify participant needs. [*Open entry*]

Are Participant Needs Being Met

14. What strategies does your program use to assess whether participants' needs are being met? Select all that apply.
- a. Post initial screening client surveys
 - b. Post re-screening client surveys
 - c. Post-LSI session client surveys
 - d. Informal discussions with clients (e.g., anecdotal information)
 - e. Client focus groups
 - f. Surveys of direct service providers
 - g. Focus groups with direct service providers
 - h. Informal discussions with direct service providers
 - i. Surveys of partners
 - j. Focus groups with partners
 - k. Informal discussions with partners
 - l. Other methods (please specify) _____
 - m. None - we do not assess whether participant needs are being met
 - n. Do not know
15. What barriers does your program face to assess whether participant needs are being met? Select all that apply.
- a. Not enough time to plan strategies
 - b. Not enough time to implement strategies
 - c. Not enough funding to plan strategies
 - d. Not enough funding to implement strategies
 - e. Not enough staff expertise to plan strategies
 - f. Not enough staff expertise to implement strategies
 - g. Lack of involvement of partner organizations
 - h. Lack of involvement by direct service providers
 - i. Other barriers (please specify) _____
 - j. None - we have not faced any barriers
 - k. Do not know
16. How can CDC help you assess whether participant needs are being met? Select all that apply.
- a. Formal training (e.g., Webinar)
 - b. Technical assistance (TA) (e.g., individual consultation, assistance with developing tools)
 - c. Guidance (e.g., emails, documents, and tools to provide suggestions or advice based on policies or evidence)
 - d. Help locating electronic materials that can be used to assess whether participant needs are being met
 - e. Help locating print materials that can be used to assess whether participant needs are being met

- f. Help locating assessment materials that have been translated into different languages
- g. Other assistance (please specify) _____
- h. None – we do not need assistance from CDC to assess whether participant needs are being met (*Skip to Question #18*)
- i. Don't know (*Skip to Question #18*)

17. Please describe the training, TA, and guidance (e.g., emails, documents, tools) that would help you assess whether participant needs are being met. [*Open entry*]

18. What are the most commonly mentioned participant needs? Select all that apply.

- a. Transportation
- b. Financial assistance
- c. Access to immediate screening results
- d. Help negotiating language barriers
- e. Low health literacy
- f. Cultural needs
- g. Religious needs
- h. Other needs (please specify) _____
- i. Do not know (*Skip to Question #20*)

19. How does your program respond to best meet these participant needs? Please explain. [*Open entry*]

SECTION C: ADDITIONAL TRAINING AND TECHNICAL ASSISTANCE

In program year 2, funded programs expressed several training and technical assistance needs. The following questions are related to your technical assistance needs in program year 3. Responses to these questions will not impact your funded program negatively, and programs will not be penalized in any way.

20. What are your technical assistance needs for this program year? Select all that apply.		21. Please describe your specific technical assistance needs in each area. [<i>Open entry</i>]
a. Program management	Yes/No/Don't know	
b. Clinical services	Yes/No/Don't know	
c. LSI services	Yes/No/Don't know	
d. Evaluation	Yes/No/Don't know	

e. MDEs	Yes/No/Don't know	
f. Partnerships	Yes/No/Don't know	
g. Program sustainability	Yes/No/Don't know	
h. Other technical assistance needs (please specify)	Yes/No/Don't know	
i. None - we do not have any technical assistance needs for this program year (<i>Skip to Question #22</i>)		

22. What are your training needs for this program year? Select all that apply.		23. Please describe your specific training needs in each area. [<i>Open entry</i>]
a. Program management	Yes/No/Don't know	
b. Clinical services	Yes/No/Don't know	
c. LSI services	Yes/No/Don't know	
d. Evaluation	Yes/No/Don't know	
e. MDEs	Yes/No/Don't know	
f. Partnerships	Yes/No/Don't know	
g. Program sustainability	Yes/No/Don't know	
h. Other technical assistance needs (please specify)	Yes/No/Don't know	
i. None - we do not have any technical assistance needs for this program year (<i>Skip to Question #22</i>)		

CLOSING

These are all of the questions that we have for now. Thank you for taking the time to complete this survey today. We will send you the second survey, Part II, in approximately one month. Should you have any questions about this survey, future surveys, or the evaluation overall, please contact Mr. Lawrence Scholl, ICF Macro Senior Project Manager, at Phone: (404) 404-0735, E-mail: lscholl@icfi.com.